

REQUEST FOR PROPOSAL

Original Date Issued: October 10, 2024

Closing Date: November 8, 2024

Decision Date: November 20, 2024

Subject: **Request for Proposal No. ICMAHO/Brownfields Conference Registration Services/2025-2029**

The International City/County Management Association (ICMA) seeks proposals from eligible Respondents for services for ICMA. ICMA seeks to award one (1) contract as a result of this solicitation. However, ICMA reserves the right to award more or fewer contracts than anticipated above, to achieve the goals of this Request for Proposal.

Technical questions concerning this solicitation should be directed to Benjamin Powell at bpowell@icma.org with copies to workwithus@icma.org. All contractual questions relating to this solicitation must be submitted to Representative, Grants and Contracts Administration at workwithus@icma.org with a copy to Benjamin Powell at bpowell@icma.org. All communications must include the solicitation title, **ICMAHO/ Brownfields Conference Registration Services/2025-2029**, in the subject line.

No communication intended to influence this procurement is permitted except by contacting the designated contacts above. Contacting anyone other than the designated contacts (either directly by the Respondent or indirectly through a lobbyist or other person acting on the respondent's behalf) in an attempt to influence this procurement: (1) may result in a Respondent being deemed a non-responsive Respondent, and (2) may result in the Respondent not being awarded a contract.

This solicitation in no way obligates ICMA to award a contract nor does it commit ICMA to pay any cost incurred in the preparation and submission of a proposal. ICMA bears no responsibility for data errors resulting from transmission or conversion processes.

ICMA appreciates your responsiveness and look forward to a mutually beneficial business relationship.

Sincerely,

Emily Sparks

Brownfields Conference Director

A decorative graphic in the bottom right corner of the page, consisting of several overlapping squares of varying shades of light blue and white, arranged in a grid-like pattern that tapers off towards the right.

PURPOSE

ICMA seeks a qualified firm to manage registration services for the National Brownfields Training Conference to be held in 2025, 2027, and 2029. Brownfields 2025 will be held August 5-8, 2025 at McCormick Place in Chicago, IL. The dates and location for Brownfields 2027 and Brownfields 2029 are pending.

ABOUT ICMA

ICMA advances professional local government worldwide. Our mission is to advance professional local government through leadership, management, innovation, and ethics. ICMA provides member support, data and information, peer and results-oriented technical assistance, and training and professional development to more than 11,000 ICMA members, city, town, and county experts and other individuals and organizations throughout the world. The management decisions made by ICMA's members affect millions of individuals living in thousands of communities, from small villages and towns to large metropolitan areas.

ICMA is a 501(c)(3) nonprofit organization founded in 1914 that offers a wide range of services to its members and the local government community. The organization is an internationally recognized publisher of information resources ranging from textbooks and survey data to topical newsletters and e-publications. ICMA provides technical assistance to local governments in developing and decentralizing countries, helping them to develop professional practices and ethical, transparent governments. The organization performs a wide range of mission-driven grant and contract-funded work both in the U.S. and internationally, which is supported by federal government agencies, foundations, and corporations.

For more information regarding ICMA's programs and services, please go to www.icma.org. ICMA's Dun and Bradstreet number is 072631831.

ABOUT THE NATIONAL BROWNFIELDS TRAINING CONFERENCE

ICMA and the U.S. Environmental Protection Agency have been working together to produce the National Brownfields Training Conference for the past two decades. Offered every two years, the conference is the largest gathering of stakeholders focused on cleaning up and reusing formerly utilized commercial and industrial properties. It is a premier venue for stakeholders and ICMA members to learn, network and grow. A typical Brownfields Conference hosts between 2,000 and 2,500 attendees, including 1,200-1,500 main attendees and 800-1,000 speakers, exhibitors, sponsors, and staff.

ICMA is the lead non-federal co-sponsor of the conference tasked with managing the logistics, educational content and marketing of the conference.

Dates/Locations:

2025	August 5 – 8	McCormick Place Chicago
2027	TBD	TBD
2029	TBD	TBD

Conference History:

2023	August 8-11	Huntington Place, Detroit
2022	August 16-19	Oklahoma City Convention Center
2019	December 11 – 13	Los Angeles Convention Center
2017	December 5 – 7	David L. Lawrence Convention Center
2015	September 2 – 4	Chicago Hilton & Palmer House Hilton
2013	May 15 – 17	Georgia World Congress Center
2011	April 3 – 5	Pennsylvania Convention Center
2009	November 16 – 18	Morial New Orleans Convention Center

SCOPE OF WORK

Background:

A typical Brownfields Conference hosts between 2,000 and 2,500 attendees, including 1,200-1,500 main attendees and 800-1,000 speakers, exhibitors, sponsors, and staff. The fee structure is based on the sector of the registrant (student, local government, private sector, etc.). Discount codes and complementary registrations are provided to certain registrants per ICMA discretion. Registration fees increase on the first day of the conference to provide a pre-registration incentive. The registration system will also include the ability to sell tickets for events such as mobile workshops and receptions. Registrants may purchase these tickets as add-ons to their registration at checkout, or purchase them after registering.

Upcoming Event Information:

Event Name: 2025 National Brownfields Training Conference (Brownfields 2025)

Date of Event: August 5-8, 2025

Location: McCormick Place, (2301 S Martin Luther King Dr, Chicago, IL 60616)

Registration Opens: April - May 2025

Pre-Event Scope of Services per conference:

1. Provide a dedicated website and registration system that will process online registrations and collect attendee data. The website should display available tickets to events that can be added on to general registration in real time and will be linked to the Brownfields Conference website.
2. Provide ICMA staff login credentials and training to navigate, view, and participate in registration support.
3. Provide a registration system that will pass credit card payments through ICMA's credit card processor and deposit check payments directly into ICMA's bank account.
4. Provide a registration system that allows for customization of fees and discount codes such that special sales can be created quickly and with ease.
5. Maintain a wait list for attendees who wish to attend sold-out events and provide an online system where tickets can be sold to registrants on the wait list as designated by ICMA staff.
6. Provide a registration system where attendees can purchase additional tickets alongside their main registration and after their initial registration is processed.
7. Provide a registration system where exhibitor booth personnel, sponsors, and other complimentary registrants are recognized and are provided complimentary registrations accordingly.
8. Provide a registration system that allows a person to purchase registration on behalf of individuals and groups
9. Link registration process to conference housing services vendor by issuing a housing access code to registrants via email upon checkout.
10. Provide additional technical and customer support to ICMA staff and customers during the first 24 hours of registration.
11. Link registration and housing services such that any accessibility/mobility needs expressed during registration are automatically forwarded to the housing service.
12. Provide a separate portal for complimentary registration categories (e.g. exhibitors, sponsors, strategic partners), and a method for tracking their allotted number of complimentary registrations per company/organization.
13. Provider must communicate to ICMA the needs for on-site space, internet capacity and electrical

On-Site Event Scope of Services per conference:

1. Provider is required to provide approximately two personnel for in-person conference registration services and set-up prior to the Conference start date and through conference turnover.
2. Provider is required to train ICMA staff to act as supplemental on-site registration personnel.
3. Provider must provide all registration technology including badge printers on-site connected to the registration system.

Post-Event Scope of Services per conference:

1. Provide a reporting engine such that attendee and financial data can be pulled out of the registration database.
2. Provide an end of show report including attendee and financial data.
3. Provide aging reports for any open invoices that remain after the show.
4. Provide assistance in settling open balances after the show.

ICMA Will Provide:

1. A schedule of registration fees and which registrant categories are entitled to them
2. Final conference schedule
3. Graphics and other visual images to establish the conference branding for the online registration system
4. Exhibiting company data and their primary contacts
5. Lodging for onsite work

SUBMISSION REQUIREMENTS

Section 1: Company profile:	<p>1. Please limit to no more than two pages. CV's or resumes will not count toward the page limit.</p> <ol style="list-style-type: none">1. Provide a description of your business.2. Provide the year established in the current business for the services requested in this request for proposal.3. Please provide a copy of your annual report and include information on company size, number of employees and annual revenue.4. CV's or resumes of key personnel- in a leading paragraph, please indicate how much time each person(s) will devote to this contract and what other projects this person (s) undertake at the same time.
Section 2: References:	<ol style="list-style-type: none">1. Describe the organizations or events you have provided services for which are comparable to ICMA and/or our events.2. Respondents should provide references as follows:<ul style="list-style-type: none">• At least three (3) examples of relevant work
Section 3: Approach:	<ol style="list-style-type: none">1. Provide a detailed breakdown of costs based on the requirements provided in the Scope of Work.2. Provide sample designs for the webpages that will make up the online registration process.3. Provide examples of discount code and complimentary registration functionality and customizability.4. Provide an example confirmation communication that will be sent to the customers once their registration is completed.5. Please share any additional services or products not officially requested in the Scope of Work that might be of interest to ICMA. <p>Consideration will be given to providers that offer integration or compatibility with other services in a way that will streamline processes and/or user experiences. Currently, ICMA has selected Cadmium as the session management and speaker platform for Brownfields 2025</p>
Section 4: Pricing:	<p>4. ICMA will consider a proposal that is either a transaction level, fixed-fee, level of effort rate subject to a maximum not to exceed fee or other arrangement fair and favorable to ICMA.</p> <p>If proposing a transaction fee arrangement, provide your proposed transaction fee for each of the transaction types anticipated under this scope of work.</p> <p>For other than transaction fee arrangement, please describe your pricing method and why this would be advantageous to ICMA.</p> <p>Please be advised that ICMA is cost-conscious about procuring outside services.</p>

APPENDICES (REQUIRED FORMS)

W-9
New Vendor Form

EVALUATION AND AWARD PROCESS

Offers will be evaluated based upon:

1. ability to match the qualifications set forth in this solicitation
 - a. Company Profile (5%)
 - b. References (5%)
 - c. Approach (45%)
 - d. Pricing (45%)

ICMA reserves the right to award under this solicitation without further negotiations. The respondents are encouraged to offer their best terms and prices with the original submission.

INSTRUCTIONS TO THE RESPONDENTS

Respondents interested in providing the services described above should submit a proposal following the prescribed format in the Submission Requirements section of this RFP.

Adherence to the proposal format by all respondents will ensure a fair evaluation with regard to the needs of ICMA. Respondents who do not follow the prescribed format may be deemed non-responsive. A letter transmitting the proposal must be signed by an officer of the firm authorized to bind the respondent as required by this solicitation.

1. Transmission letter
2. Package no more than 30 pages excluding CV's or resumes and required forms
3. Completed and signed required forms

Packages must be submitted electronically to Representative, Grants and Contracts Administration at workwithus@icma.org with copies to bpowell@icma.org with “**ICMAHO/ Brownfields Conference Registration Services/2025-2029**” in the subject line. No phone calls please.

GENERAL CONDITIONS

Proposal Submission - proposals lacking the appropriate completed forms will not be considered. Faxed proposals will not be accepted. Proposals will not be accepted at any other ICMA location other than the email address above. If changes are made to this solicitation, notifications will be sent to the primary contact provided to ICMA from each Respondent. ICMA takes no responsibility for effective delivery of the electronic document. The vendor offer will be rejected, if the vendor modifies or alters the electronic solicitation documents.

Contract Award - ICMA anticipates making one award under this solicitation. It may award a contract based on initial applications without discussion, or following limited discussion or negotiations. Each offer should be submitted using the most favorable cost and technical terms. ICMA may request additional data or material to support applications. ICMA expects to notify Respondents in approximately one month from the proposal due date whether your proposal has been selected to receive an award.

Limitation - This solicitation does not commit ICMA to award a contract, pay any costs incurred in preparing a proposal, or to procure or contract for services or supplies. ICMA reserves the right to accept or reject any or all proposals received, to negotiate with all qualified sources, or to cancel in part or in its entirety the solicitation when it is in ICMA's best interest.

Disclosure Requirement - The Respondent shall disclose any indictment for any alleged felony, or any conviction for a felony within the past five years, under the laws of the United States or any state or territory of the United States, and shall describe circumstances for each.

When a Respondent is an association, partnership, corporation, or other organization, this disclosure requirement includes the organization and its officers, partners, and directors or members of any similarly governing body. If an indictment or conviction should come to the attention of ICMA after the

award of a contract, ICMA may exercise its stop-work right pending further investigation, or terminate the agreement.

No Gifts - It is ICMA's Policy that no gifts of any kind and of any value be exchanged between respondents and ICMA personnel. Discovery of the same will be grounds for disqualification of the Respondent from participation in any ICMA's procurements and may result in disciplinary actions against ICMA personnel involved in such discovered transactions.

Equal Opportunity - In connection with the procurement of the specified services, the firm warrants that it shall not discriminate because of race, color, religion, sex, national origin, political affiliation, non-disabling physical and mental disability, political status, matriculation, sexual orientation, gender identity or expression, genetic information, status as a veteran, physical handicap, age, marital status or any other characteristic protected by law.

Small and Disadvantaged Businesses - ICMA shall use good faith efforts to provide contracting and procurement opportunities for SBD's. SDB categories include minority business enterprises (MBE), woman-owned business enterprises (WBE), small veteran and disabled veteran owned businesses, Historically Black Colleges and Universities (HBCUs), predominantly Hispanic Universities (HACUs), small businesses in Historically Under-utilized Zones (HUBZones) and private voluntary organizations (PVOs) principally operated and managed by economically disadvantaged individuals.